

ABSTRACT

A method and system for conducting an on-line survey involves communicating with a computer over a computer network and obtaining such information as whether a solicitation for the survey has previously been displayed on the computer, how long ago it was displayed, and whether a user at the computer ever attempted to take the survey. Based on this information, a decision is made as to whether to transmit a solicitation for the survey to the computer. The invention helps ensure that users are not subjected to the annoyance of repeatedly and frequently being asked to take a particular on-line survey.

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